



Migration ImpAct assessment To Enhance
Integration and Local Development in
European rural and mountain regions

TOOL 9: SOCIAL MAP

DEFINITION AND APPLICATION

A social map is a tool for exploring the spatial dimensions of people's realities. Local communities can thus find out how their residents perceive their living environment, their relationships within the local community, and their access to resources. The practical implementation of the social map is designed so that the participants draw a map and express their thoughts aloud during this (Kordel et al. 2022).



PREPARATION

- **Participants and conductors:** A social map can be implemented with both individuals and groups. If groups are chosen, one effective way is to ask the group to nominate a person to draw the map. The number of social maps to be drawn depends on the topic and the size of the community. Two facilitators are needed: a moderator and a notetaker. In previous projects, social maps have taken between 1.5 and 2 hours to prepare well.
- **Location:** The chosen location must be a central place accessible to all members of society and offering a good working atmosphere.
- **Work material:** Provide adequate work material such as posters for drawing, pens in different colours, pictogram cards, etc. (Kordel et al. 2022).

CONDUCTING

Example: In a fictitious small rural municipality, a group of refugees have arrived, and policymakers want to know how they perceive the new locality compared with the local people. The social map is used to filter out the social relations in the village. A social map is therefore elaborated with a group of refugees and local people. The participants are divided into these groups to prepare a social map. In this case it may be necessary to be alert for any tension between the participants and intervene promptly.

1. **Explain the purpose of the tool** to all the participants and include a brief description of what is expected of them. Before beginning, each group nominates one participant for the drawing (illustrator).
2. First, ask the participants **to draw the main physical features of their locality and their social relations**, e.g. where they live. The illustrator therefore draws what the other participants in their group contribute during the discussion.
3. Keep watching and listening to the discussions and the drawing process attentively. Meanwhile, **the notetaker takes detailed notes**.
4. **Let the discussion flow** and show faith in the participants. They should have total control and initiative.
5. Keep an eye on the participation of every perspective **and take proactive steps to involve those being left out**.
6. Only intervene when necessary, e.g. when interaction between the participants is tense.
7. Suggest clarifications or additions gently, e.g. by asking 'What about...?'. The mapping is complete **when nothing more is added by the participants** (Kordel et al. 2022).



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BIBLIOGRAPHY

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